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## The Fit Traveler

### Senior Edition

Kari Eide and Lissa Mueller

Finally, a practical, fully-illustrated guide to using lightweight, elastic resistance bands for a dynamic, efficient, full-body workout—any time, any place. The program and kit (comes with a free stretch band) are specially created for the senior traveler who wants a convenient, effective workout without leaving the safety and privacy of a hotel room. The 20 top exercises are explained and photo-illustrated in color. Hard case binding contains a convenient pocket for storing the stretch band. Tips on travel, exercise, and diet help round out this concise and effective program. Sold in Fitness, Senior, Travel, and Gift categories.

**ISBN** 1-929170-25-4

**Category:** Travel / Senior / Fitness

**Price:** US\$17.95      CAN\$

**Format:** Cl with Photo-laminate cover

**Trim:** 5.65 x 7.25h

**Page Count:** 52 plus pocket and band

**Illus:** 60

**Exercises:** Top-20, including thighs & abs

**Carton Quantity:** 50

**Author Resides:** El Dorado Hills, CA

#### **Competition: (Note: none of these titles includes stretch bands)**

- *Fitness Over Fifty: An Exercise Guide*, National Institute on Aging, Pb \$15.95. W. W. Norton & Company (April '03) ISBN: 1578261368
- *Fitness for Travelers*: by Schlosberg, Pb \$14.95, Houghton Muffin (April 2002), ISBN: 0-618115-92-7
- *Senior Fitness: The Diet and Exercise Program*, by Ruth E. Heidrich, Pb \$17.95, Lantern Books (May '05) ISBN: 1590560744
- *Sculpt Your Body with Balls and Bands*: by Denise Austin, Pb \$17.95, Rodale Books (July 2005), ISBN: 1-579549-92-6
- *Travel Fit and Healthy*: by Fodor, Pb \$9.95, Fodor's (June 2001), ISBN: 0-676901-15-8
- *Therapeutic Exercises Using Resistive Bands*: by Caroline Creager, Pb. \$39.95, Executive Physical Therapy Press (Oct. 1998), ISBN: 0-964115-34-4

#### **Sales Materials to support the book:**

- Finished Books/Kits
- Color Sell Sheets
- Promotional posters
- Counter displays

#### **Marketing:**

- Co-op available, especially POP
- Sending review copies with publicity materials to top 200 general and top 100 subject-related media outlets
- National publicity campaign being handled by KSB Promotions
- Entering the title in all awards programs for senior, fitness, and travel categories
- PMA co-op mailing to senior, fitness, travel, reviewers—six mailings '06-'07
- Targeted press releases for book launch
- Display advertising in 8-12 senior, fitness, and travel publications
- On-line senior organizations to review: AARP, AAA Travel Club, etc.
- Feature articles being written and placed in senior, fitness, and travel media outlets

#### **Sales Handles:**

- Brings the newest fitness trends into new categories—Senior/Fitness/Travel, and Gift
- Age 65+ who joined health clubs rose a staggering 669% from 1995-2005
- 19,000,000 seniors exercise at least 3 times a week—the segment is fitness conscious
- Affordable—a complete, guided program with equipment for only \$17.95
- The smallest, most effective workout kit
- The only book that comes with equipment
- The second of 4 compatible editions, each targeting specific lifestyle needs

#### **Audience:**

- Targeted to seniors who want to maintain an exercise program while traveling
- The 19,000,000 seniors who exercise at least 3 times a week—they're fitness conscious
- The 50,000,000+ seniors who travel annually and exercise while traveling
- Members of AARP, AAA Auto Club
- Seniors reluctant to use hotel gyms

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